

PUBLIC REPORT BY PROMTPRESS

Channel audit

Olga Gogaladze



@profinansy

Founder of pro.finansy: 📱mobile app, 📊stock market analytics, 📖online school of financial literacy and investments. #4W2P0 <https://gosuslugi.ru/snet/67930777ee896061c9cbe807>

SUBSCRIBERS

590 234

-5264 per month

ERR (% SEE POSTS)

10.0%

per day 7.9%

REACH/POST

55.6K

ad reach 46.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Economy» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

SUBSCRIBERS 590 234 —	SUBSCRIBER REACH 9.42% avg % subs see post	VIEWS/POST 55.6K median 56.7K · 29 days	POSTS/DAY 7.4 ~52 per week
7D TREND -7.0% vs prev week	REACTIONS/POST 1017.9 total 224,956 reactions, 28,355 reposts, 0 comments	POST LENGTH 351 chars median 231 · 29 days	POSTS ANALYZED 221 29 days
AD REACH 46.7K 24h avg	CHURN / MONTH -5264 last month	CITATION RATE 1 893 citation index · 3,361 channels mentioned all time	CHANNEL AGE 8 years 1 month created 11.04.2018

AI EDITOR SUMMARY

Channel «Olga Gogaladze» — 590 234 subs. Each post averages 55.6K people (9% from subs), reach is low — need to expand audience. Publishes 52 posts per week (~7/day) — active posting. For week 25–31 May reach dropped -7.0% to week 18–24 May — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **221** posts over 29 days.
- 02 Dominant format — **Photo** (91/221 posts).
- 03 Avg post length — **351** characters (median 231).
- 04 Peak audience activity — **Sunday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (70K avg top vs 45.7K worst) — among 221 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 16:28 VIDEO Happy birthday, dear son ♥ Actually, Mark's birthday is in a month)) But we had a party today because summer kids...	VIEWS 71 193 REP. 56	REACTIONS 3 492 ER 12.1%
Nº2 07.06 · 20:23 TEXT 🔪🔪🔪 Iran bombs Israel like never since April. If this is a new round of war, it could give an even stronger boost to oil, and...	VIEWS 69 678 REP. 730	REACTIONS 1 292 ER 11.8%
Nº3 03.06 · 18:35 TEXT MAX removed from AppStore. What will be the response, and will there be one? Your versions in the comments!!!	VIEWS 69 037 REP. 542	REACTIONS 1 881 ER 11.7%

Nº4 20.05 · 13:42 TEXT Thoughts on the dollar rate... continuing... 3 triggers that could change the dollar rate: 1. Central Bank rate cut to 10%...	VIEWS 68 644 REP. 580	REACTIONS 933 ER 11.6%
Nº5 07.06 · 19:59 PHOTO I'm bigger than you think 🇵🇪 67 kg at 168 cm. My doctor gave me a diet printout))) Still carrying for 1.5 months. Due in 20s...	VIEWS 68 615 REP. 45	REACTIONS 3 373 ER 11.6%

WORST 3

↓ 29.05 · 20:37 VIDEO Just before the heat, I planted 2 tomatoes outside as a test. They adapted to the heat, gained strength, and grew...	VIEWS 46 243 REP. 13	REACTIONS 1 020 ER 7.8%
↓ 30.05 · 09:35 TEXT Should I sell my apartment and invest? Great topic for an analysis article!!! I'll ask the person for exact returns...	VIEWS 45 525 REP. 36	REACTIONS 1 466 ER 7.7%
↓ 18.05 · 16:15 PHOTO Let's use a concrete example	VIEWS 45 290 REP. 70	REACTIONS 256 ER 7.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

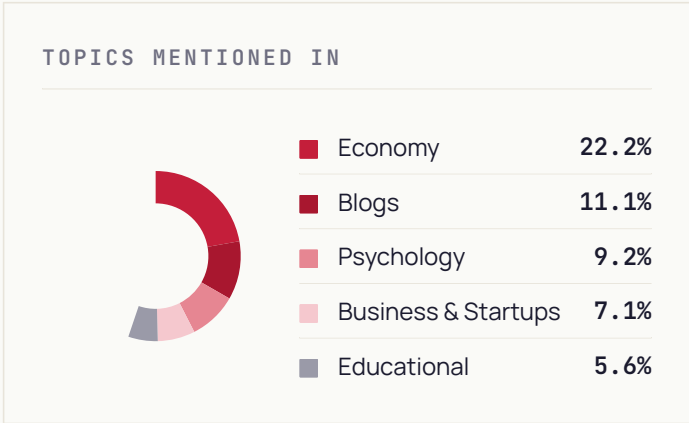
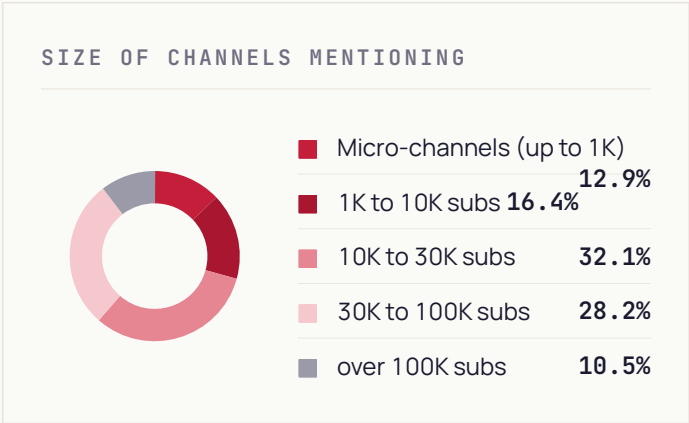
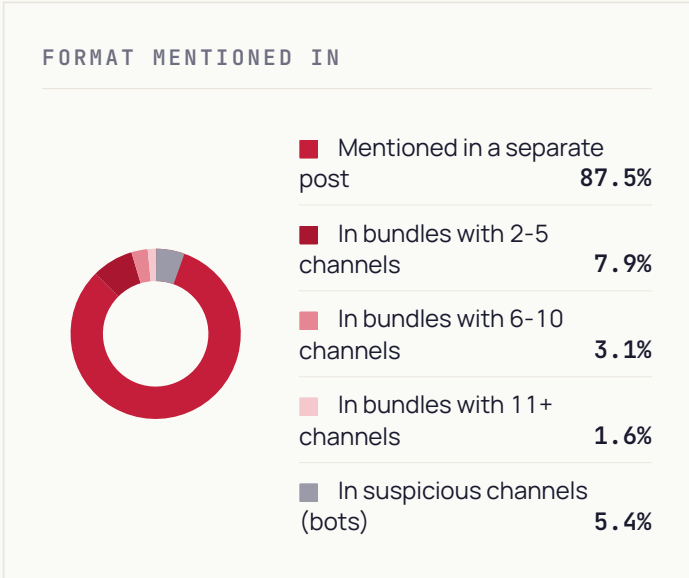
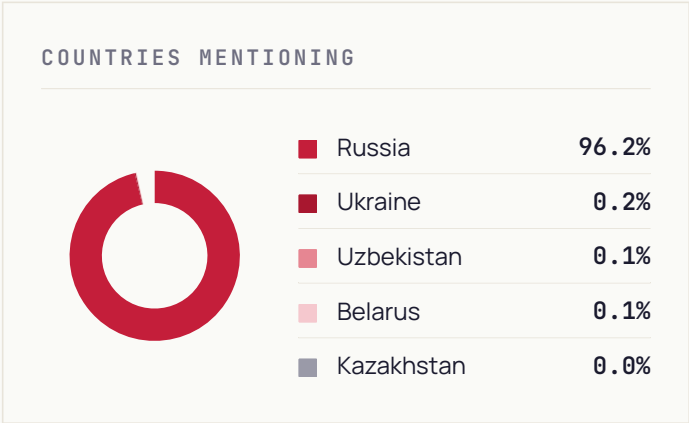
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

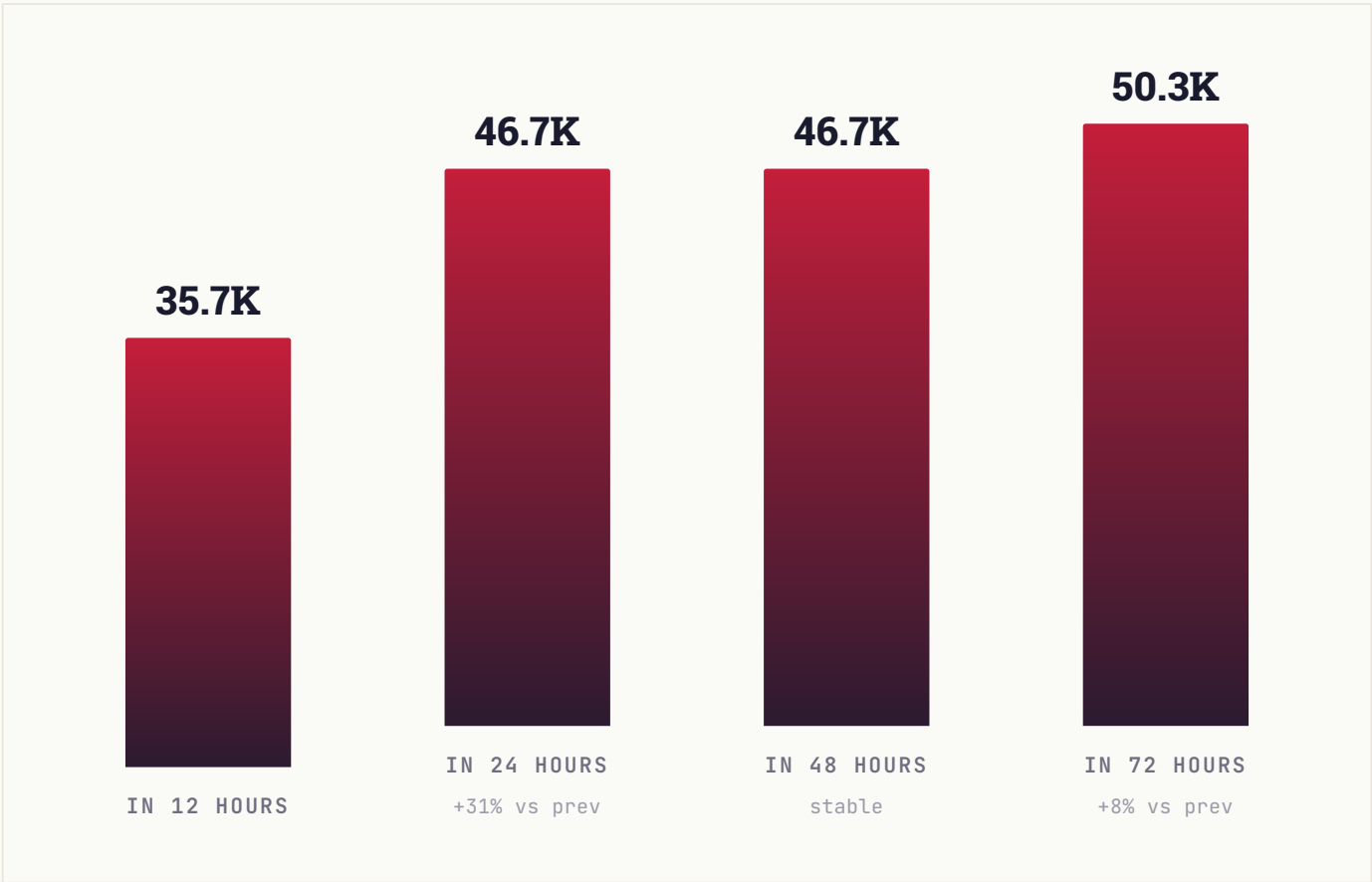
Citation index **1 893** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **3 361** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze YOU	590.2K
BCh More than Economics	541.2K
T- T-Investments	535.3K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#9 of 99). Strong position. Niche leader — The Economist (1.2M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** mentions found **313**, they brought **38 322** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	23	18	4 900
November 2025	34	29	2 281
October 2025	37	26	17 070
September 2025	39	19	2 022
August 2025	62	37	2 406
July 2025	118	60	9 643

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
313	6	38 322

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Economy» (Russia) and saw how your channel compares. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#9/100

POSITION IN NICHE

Channel in top 9% Economics Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — Sunday
 Audience most active on this day at 19:00 MSK.

IMPACT
Best time for key posts
- 02

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

IMPACT
+1000-3000 subs
- 03

Test polls & interactive formats
 Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

IMPACT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search looks at description. Add 3-5 niche keywords — organic traffic source.

IMPACT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
